

Message Text

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PAGE 01 BONN 07447 291638Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

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R 291631Z APR 77

FM AMEMBASSY BONN

TO USDOC WASHDC

INFO SECSTATE WASHDC 7837

USMISSION USBERLIN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

UNCLAS BONN 07447

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: ADS REQUEST - MIL-EX SALES COMPANY, NASHVILLE,
TENN.

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

NORD-WEST-RING SCHUH-EINKAUFSGENOSSENSCHAFT
BUNDESALLEE 32
1000 BERLIN 31, GERMANY
CONTACT: FRAU SCHEPPACH, MANAGER
PHONE: 030 - 87 38 56
COMMENT: COMPANY, MAJOR BERLIN DISTRIBUTOR FOR
SHOES, WOULD WELCOME DIRECT CONTACTS WITH US FIRM.
BERLIN'S DEMAND FOR FASHIONABLE FOOTWEAR IS GROWING
STEADILY. MIL-EX MAY FIND A DYNAMIC DISTRIBUTOR HERE.
NORD-WEST-RING'S MANAGEMENT INDICATES FOLLOWING BANK
REF.: BERLINER BANK AG, HARDENBERGSTR. 32, 1000 BERLIN
12; BERLINER DISCONTO BANK AG, OTTO-SUHR-ALLEE 6,
1000 BERLIN 10. BERLIN SUBSIDIARY OF US COMPANY IS ALSO
INTERESTED IN POSSIBLE COOPERATIVE ARRANGEMENT AND
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SHOULD BE CONTACTED AT FOLLOWING ADDRESS:

MR. DUANE BRUCE

ARIZONA IMPORTE

POSTFACH 3008

1000 BERLIN 30, GERMANY.

ALFRED WENDEL KG

BITSCHER STR. 72
6780 PIRMASENS
CONTACT: MR. SONDER OR MR. KITZINGER
PHONE: 06331-70021
NORD-WEST RING EGMBH
69 SCHAUMAINKAI
6000 FRANKFURT/MAIN
CONTACT: MR. AHLERS
PHONE: 0611-610831

IMPORT SCHUH KG'
OSTENDSTR. 20-26
6083 WALLDORF/HESSEN
CONTACT: MR. ECKRICH
PHONE: 06105-71041

AMCONSUL DUESSELDORF COMMENT:

AFTER NEGATIVE REPLIES FROM GERMAN FIRMS, POST CALLED
UP PURCHASING ASSOCIATION OF GERMAN LEATHER GOODS
RETAILERS (MR. FROEHLICH) AND RECEIVED FOLLOWING
INFORMATION: GERMAN MANUFACTURER PRICES FOR MEN'S
AND WOMEN'S SHOES RANGE BETWEEN DM 50 AND 60. SHOES
AT A RETAIL PRICE OF OVER DM 100 (AS SUGGESTED BY
INQUIRING US FIRM) ARE ALMOST IMPOSSIBLE TO SELL.

AMCONSUL STUTTGART COMMENT:

DISCUSSED THIS ADS IN DETAIL WITH LOCAL SHOE DEALERS.
SHOWED SURPRISE ABOUT THIS PROPOSAL, SINCE IT IS KNOWN
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THAT OVER THE YEARS, GENESCO HAS TRIED TO GET INTO THE
GERMAN SHOE MARKET IN VARIOUS WAYS. SHOULD BE AWARE
OF SITUATION OF GERMAN SHOE MARKET; PRICES DEFINITELY
TOO HIGH CONSIDERING THAT FREIGHT, INSURANCE AND
CUSTOMS EXPENSES HAVE TO BE ADDED. ANOTHER PROBLEM:
WITHOUT SAMPLES BUSINESSMEN UNABLE TO MAKE DECISION ON
SHOE QUALITY. GERMAN BUYER ASKS FOR VERY HIGH QUALITY
IF WILLING TO PAY HIGH PRICES.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Control Number: n/a
Copy: SINGLE
Sent Date: 29-Apr-1977 12:00:00 am
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Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Action: RELEASED, APPROVED
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Review Release Date: n/a
Review Release Event: n/a
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Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST - MIL-EX SALES COMPANY, NASHVILLE, TENN. THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY B
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/973fb2a5-c288-dd11-92da-001cc4696bcc
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